MINUTES
BOARD MEETING-FEBRUARY 17, 2021
12:00 P.M.

The Board of Directors of the Chattanooga Public Library met virtually via Zoom on February 17, 2021 at 12:00 p.m. with Board Chair, Susan Robinson, presiding. The meeting was recorded via Zoom.

Mr. William Sundquist called the roll. The following members were present:

Erik Broeren
Jess Friedowitz
Tom Griscom
Sarah Hope
Theresa Liedtka
Karen McMahon
Susan Robinson
William Sundquist

Also present: Corinne Hill, Executive Director; Jason Sullivan, Chief Administrative Officer; Sheldon Owens, Interim Assistant Director; Richard Groves, Assistant Director for Technology; Natalie Phillips, Finance Manager; Christina Sacco, Public Relations Coordinator; Michael Watson, Development Director; Valerie Malueg, City Attorney; and Karen Brown, Executive Assistant.
Ms. Susan Robinson, Board Chair, called the meeting to order. Ms. Susan Robinson reminded the Board that each motion to be voted on must have a roll call show of hand vote by raising your hand during the zoom meeting.

APPROVAL OF THE MINUTES OF THE JANUARY 20, 2021 BOARD OF DIRECTORS’ MEETING

Ms. Theresa Liedtka made a motion that the minutes of the January 20, 2021 Board of Directors’ meeting be approved. Mr. Erik Broeren seconded the motion. The motion was approved by a show of hand roll call vote and carried.

TREASURER’S REPORT:

Sarah Hope, Board Treasurer, reported:

Receipts: 41% remaining of the operating budget to be received for the fiscal year.

Expenditures: 49% remaining of the operating budget to be expended for the fiscal year.

FRIENDS OF THE LIBRARY REPORT:

Mr. Michael Watson, Library Development Director, gave the Friends of the Library report. The report is attached and made a part of the minutes.

COMMITTEE REPORTS:

Finance Committee:

Ms. Sarah Hope reported that the Finance Committee met with Kurt Hennek of the Atlanta Consulting Group in February regarding the library’s investments. Please see her report below.

Q4 2020 Finance Committee Report
2/9/2021

- Market value of all funds at 12/31/2020 was $6.48M
- YTD up 15% (compared to benchmark up 13%)
- QTD up 10% which was in line with benchmark
- GDP is expected to bounce back in late 2021 and into 2022; unemployment expected to continue to fall and inflation expected to remain under control
  - Positive economic indicators at least for the next year or so
- No recommendations for changes to portfolio

**DIRECTOR’S REPORT:**

Ms. Corinne Hill, Library Director, asked the Board for a motion to approve renewal for blanket and purchase contracts for the 2020-2021 budget.

1. **Blanket Purchase Contract - Microfilming Services for the Chattanooga Public Library**

Requisition # 208189
Backstage Library Works – Sole Source Blanket Contract
Service period 1 - 12 month period with option for 4 annual renewals, Year 1/5
Contract Term 3/15/21 – 3/15/22

Estimated Costs
Year – 1 - $6,298.80 (21/22)
Year – 2 - $6,351.99 (22/23)
Year – 3 - $6,559.39 (23/24)
Year – 4 - $6,716.37 (24/25)
Year – 5 - $6,960.14 (25/26)

Backstage Library Works
25 East 1700 South
Provo, UT 84606

*Ms. Theresa Liedtka made a motion to approve the following for blanket and purchase contract.*

2. **Blanket Purchase Contract - Microfilming Services for the Chattanooga Public Library**

Requisition # 208189
Backstage Library Works – Sole Source Blanket Contract
Service period 1 - 12 month period with option for 4 annual renewals, Year 1/5
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Year – 4 - $6,716.37 (24/25)
Year – 5 - $6,960.14 (25/26)

Backstage Library Works
25 East 1700 South
Provo, UT 84606

Mr. William Sundquist seconded the motion. The motion was approved by a show of hand roll call vote and carried.

Ms. Corinne Hill asked the Board for a motion to approve renewal for blanket and purchase contracts.

2. Library Advertising Campaign- Purchase of scheduled pre-recorded commercial airings from Viamedia- Open Market Contract

PO#560400 Viamedia- EPB FI TV and OTT airing- Open Market Purchase Order

Subscription schedule 3 months air time 02/19/2021-4/30/2021

Total Cost: $6,000

EPB FI TV February 2021 $1000
EPB FI TV March 2021 $1000
EPB FI TV April 2021 $1000
EPB OTT February 2021 $1000
EPB OTT March 2021 $1000
EPB OTT April 2021 $1000

Viamedia Inc
220 Lexington Green Circle STE 300
Lexington, KY 40503

Ms. Karen McMahon made a motion to approve the following for blanket and purchase contract.

Library Advertising Campaign- Purchase of scheduled pre-recorded commercial airings from Viamedia- Open Market Contract
PO#560400 Viamedia- EPB FI TV and OTT airing- Open Market Purchase Order

Subscription schedule 3 months air time 02/19/2021-4/30/2021

Total Cost: $6,000

EPB FI TV February 2021 $1000
EPB FI TV March 2021 $1000
EPB FI TV April 2021 $1000
EPB OTT February 2021 $1000
EPB OTT March 2021 $1000
EPB OTT April 2021 $1000

Viamedia Inc
220 Lexington Green Circle STE 300
Lexington, KY 40503

*Mr. Tom Griscom seconded the motion. The motion was approved by a show of hand roll call vote and carried.*

Ms. Corinne Hill asked the Board for a motion to approve renewal for blanket and purchase contracts.

3. **Library Advertising Campaign- Purchase of scheduled pre-recorded commercial airings from Greater Chattanooga Public TV Corp- Open Market Contract**

PO#560401 – Greater Chattanooga Public TV- WTCI – Open Market Purchase Order

Subscription schedule 2/19/2021-6/30/2021

Total Cost- $10,000

5 months of continuous advertising airing in 30 second slots for a total of 330 times with the option to move slots as needed
WTCI/PBS - Monday-Friday 6pm-11PM and Saturday-Sunday 2pm-6pm
PBS Kids- Monday-Sunday 7am-5pm
Create- Monday-Friday 6pm-10PM
Educate- Monday-Friday 11am-6PM
Mr. William Sundquist made a motion to approve the following for blanket and purchase contract.

Library Advertising Campaign- Purchase of scheduled pre-recorded commercial airings from Greater Chattanooga Public TV Corp- Open Market Contract

PO#560401 – Greater Chattanooga Public TV- WTCI – Open Market Purchase Order

Subscription schedule 2/19/2021-6/30/2021

Total Cost- $10,000

5 months of continuous advertising airing in 30 second slots for a total of 330 times with the option to move slots as needed
WTCI/PBS - Monday-Friday 6pm-11PM and Saturday-Sunday 2pm-6pm
PBS Kids- Monday-Sunday 7am-5pm
Create- Monday-Friday 6pm-10PM
Educate- Monday-Friday 11am-6PM

Ms. Karen McMahon seconded the motion. The motion was approved by a show of hand roll call vote and carried.

Ms. Corinne Hill asked the Board for a motion to approve renewal for blanket and purchase contracts.

4. Library Advertising Campaign- Purchase of scheduled pre-recorded commercial airings from Sinclair Broadcasting Group

PO#560399- Sinclair Broadcasting Group- Open Market Purchase Order

Subscription schedule 02/19/2021-04/30/2021

Total Cost: $3,000
Ms. Karen McMahon made a motion to approve the following for blanket and purchase contract.

Library Advertising Campaign- Purchase of scheduled pre-recorded commercial airings from Sinclair Broadcasting Group

PO#560399- Sinclair Broadcasting Group- Open Market Purchase Order

Subscription schedule 02/19/2021-04/30/2021

Total Cost: $3,000

February 2021 – 25 slots $1000
March 2021- 25 slots $1000
April 2021 – 25 slots $1000

Sinclair Broadcasting Group
4279 Benton Drive
Chattanooga, TN 37406

Mr. Tom Griscom seconded the motion. The motion was approved by a show of hand roll call vote and carried.

Ms. Corinne Hill asked the Board to approve a motion for the selling of color copies to the public at a rate of fifty cents per page at all library locations based upon availability.

Ms. Karen McMahon made a motion to approve the selling of color copies to the public at a rate of fifty cents per page at all library locations based upon availability.

Ms. Jess Friedowitz seconded the motion. The motion was approved by a show of hand roll call vote and carried.
Ms. Hill reported to the Board that we are currently planning to reopen the library to the public on March 1, 2021. We will have limited public computer access, along with photocopying, printing, and faxing. We are currently having conversations with our leadership team about what it will look like when we allow people into the buildings for browsing, charging phones, etc. Ms. Hill will be monitoring the phased in reopening. Beginning next week we will have very few people working from home. We will start to look at and consider filling positons that have been vacated since we have been shut down due to the pandemic.

Mr. Tom Griscom asked if library staff would be considered essential employees regarding vaccinations? Ms. Hill replied no. She reported that she tried to get employees considered essential in regards to the vaccine.

January’s digital circulation at 18,000 items is the highest it’s been since last March when the library was shut down due to the pandemic. Overall 183,000 items have been accessed digitally. Ms. Hill feels that the digital circulation will even out when we reopen the library for browsing in the stacks. Ms. Hill reported that she is beginning to plan for staffing a digital location. She is investigating the costs and employee skill sets we would need for the digital location. Videographers and staff with editing skills would be essential to this branch.

There were 15,000 children’s items that circulated in January. The curbside delivery total for all our locations is averaging 700 items a day. We are utilizing curbside to deliver craft materials for our virtual programs. Our concierge service provided 215 book bundles via curbside in the month of January.

Ms. Hill reported to the Board regarding Staff Development Day. Staff discussed what library services need to stay and what have we been doing that no one missed during the shutdown. Ms. Hill is having conversations with library staff to figure out services moving forward in regards to staffing and service delivery. Committees were created to discuss this prior to Staff Development Day.

Ms. Hill informed the Board that the roof outside the board room is almost done but the flashing needs to be completed. We have no leaks so far. The ADA bathrooms look great. The HVAC project is wrapping up and we are awaiting the fire doors installation on each floor.

Ms. Christina Sacco, Public Relations Coordinator presented the monthly public relations report. The report is attached and made a part of these minutes.

There was no travel report this month.

The March board meeting will be on Wednesday, March 17, 2021.
Mr. William Sundquist made a motion to adjourn the board meeting at 12:58 p.m. Mr. Tom Griscom seconded the motion. The motion was approved by a show of hand roll call vote and carried.

Mr. William Sundquist, Board Chair-Elect
Dear Library Board,

Finance – Alex Hooper
- The committee discussed application to the second round of PPP, expecting approval in the next few weeks: hopeful for $5,500, like the first round.
- Looking to trim the cost of running FOL: outsourcing some office manager responsibilities and looking at options to streamline other responsibilities.
- Looking into Community Foundation funds endowment.

Publicity – Sharon Law
The committee is working to condense and complete the mission statement - to be more internet-friendly, working with library staff to create the new logo, and creating a social media content calendar for posting.

Friends of the Library – Anne Najjar
We want to focus on how to drive membership while the library is closed.
- Capitalize on crowdfunding.
- Social media awareness campaign in collaboration with the library. Tap into some of the local schools for mass communication to start getting these students in funnel for membership. Leslie Jordan and other local celebs to do endorsements and partnerships
- Considering "sponsor a family" program for membership: donate on behalf of family to give them membership.
- Considering monthly book club: member comes to library to pick up book(s).

Book Sales – Tom
Online sales are back up and running
Digital Circulation: Previous Year and Current Year Cumulative Totals
Average Curbside Checkouts Per Day
January 2021 Public Relations Report for Board of Directors

Press Releases:
- Sent 0 press releases

Media mentions:
- 7 total from the following outlets: WRCB Channel 3 News, WTVC Channel 9 News, WUTC, and The Chattanooga.

Interviews:
- 1 with This N That

Social Media:
- 120,311 Followers - increased by 899 from December
- 10,455 Engagements (likes, comments and shares) - increased by 4,960 from December
- 730,518 People Reached - increased by 591,064 from December
  Note: We had two posts go viral on multiple platforms, one of which was shared on Twitter by Dan Rather. He’s now a follower of ours, too.

What’s New in February:
- Patron Point February email newsletter went out February 15.
  - Promoting the new awareness campaign, Black History Month, and Mystery Dates.
- February 4 This ‘n That interview.
- Crafting with Craft Bevies on February 21 has 50 reservations. Plans to offer two classes starting in March are in the works.
- Chatt Library TV: Subscriber count is now up to 420, and videos were watched 5,100 times in January, nearly double the previous month.
- Website 2.0 update: working on content for web pages.
- Marketing Campaign:
  - Launch Dates:
    - February 15: WTCI/PBS, PBS Kids and WTCI Educate
    - February 19: EPB Cable and Streaming Apps, Channel 9, Reagan Billboards, and Facebook and YouTube Ads
  - To measure ROI, we’ve added a “How did you hear about us?” question in the following areas:
    - General website/email feedback form
    - Early literacy feedback form
    - Crafting with Craft Bevies feedback form
    - New card and renewal applications (when new site launches)